

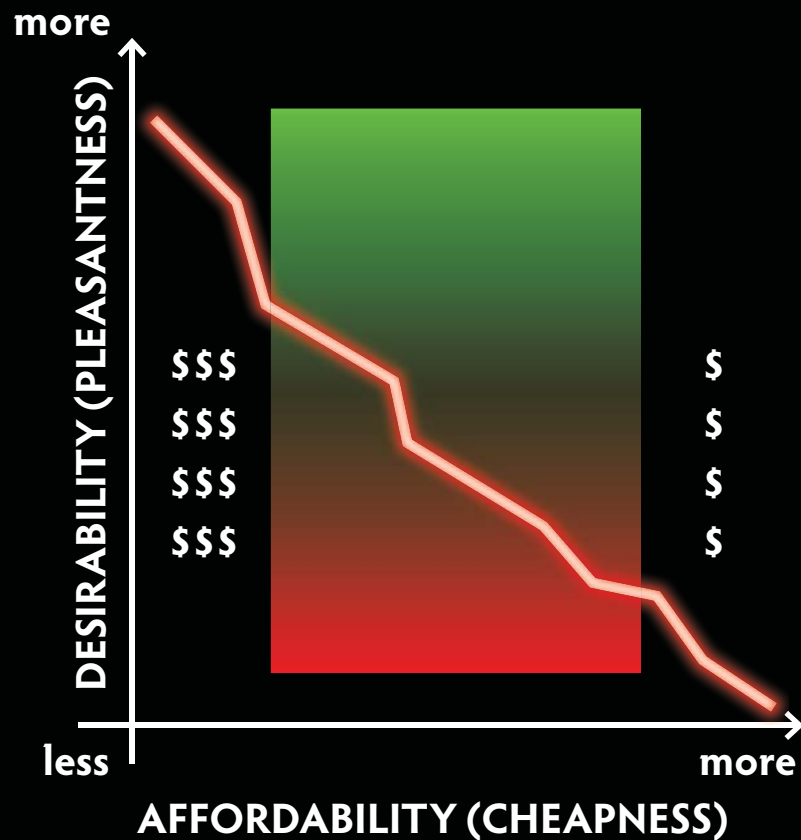
31 MARCH 2010

NextGen Studio Presentation

Benjamin Clements s3166151

GHETTO BLASTER

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gen**



RESEARCH & MANIFESTO

The more affordable a house is, the more likely that a poorer person will live in it. This leads to the increase of the "Ghetto Factor", which many social housing and other complexes suffer from.

What Broadmeadows needs is a
GHETTO BLASTER!

Using the Old Ericsson site, here's what I'm going to do:

- Affordable office units
- Vibrant music venue
- Affordable, flexible modular housing for any family size
- Engaging community garden
- Recreational space
- Vibrant dining precinct
- Active Faith City church
- Self-sufficient usage



SITE MASTERSHEMA

Ericsson Site

345m x 279m



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AFFORDABLE OFFICE UNITS

Old Ericsson Offices will be converted into several smaller office spaces for local businesses to rent





VIBRANT MUSIC VENUE

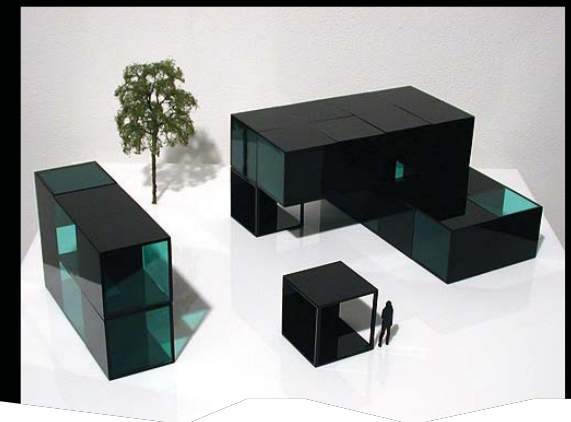
The old Ericsson Factory warehouse will be converted into a multi-functional music venue, complete with concert hall, and smaller stages. This could also create jobs for local residents





AFFORDABLE, FLEXIBLE MODULAR HOUSING

Taking inspiration from designer Matthias Kaeding and his "Unit3(cubed)" housing system, I intent to design and develop a prefabricated modular housing system that allows for easy expandability and customization





ENGAGING COMMUNITY GARDEN & SOLAR POWER

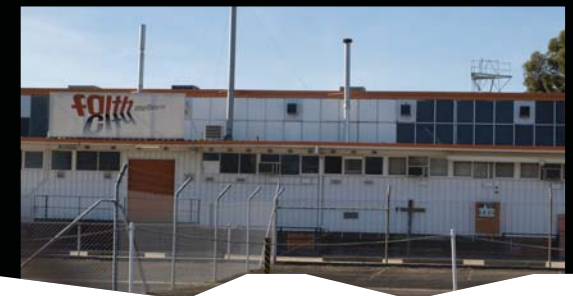
The eastern edge of the site will contain a large community garden. This will provide food for the community and will give residents something to do in their spare time. This and the generation of solar power from the music venue are contributing to the procurement model that was researched





VIBRANT DINING PRECINCT & ACTIVE FAITH CITY CHURCH

In the same way that Lygon St has worked wonders for Melbourne, a similar model in Broadmeadows should be a positive step. It will also provide employment. The Faith City church in the centre of the site will be moved into a custom-designed facility





INTEGRATION WITH SCHOOLS

The Broadmeadows Primary School and the Hume Central Secondary College are both adjacent to our site, and so the proximity of the housing and community gardens have been considered





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